

# PROMOTION APPROVAL

Gina,  
I revised the RVP  
to include highlights  
Please replace your  
original

**Promotion:** Cambridge "5 packs free" with carton purchase    **Retail Dates:** Oct. 31 - Nov. 25, 1994

**Brand Manager:** Sonya Rush

**Brand Project Manager:** Gina Fawcett

## Program Objective:

The objective of this carton promotion is to generate volume, heighten retail visibility, and increase awareness on Cambridge.

## Program Description:

This promotion offers "5 Packs FREE" with a purchase of one carton of Cambridge. A 30 deal carton display, a 60 deal offer utilizing a 200 carton semi-permanent display, as well as a poster, dangler, and header (200 carton semi-permanent display) will be available. The promotion will have five packings: FF KS, FF 100'S, LTS KS, LTS 100'S, and ULT 100'S.

PRECON will assemble the complimentary 5 packs into a half carton that will be shipped to the distributor. At the distributor or rep level, both complimentary and revenue product will be assembled.

A distributor allowance of \$12/12M is available, as well as, a retail placement allowance which is to be used in Non-Retail Masters accounts only.

The assembled dimensions for the 30 deal carton floor display are 21 1/2" W X 10" D X 55"H.

## Geography:

The promotion is national in scope, but should be skewed towards medium to high developed Cambridge markets.

## Trade Class Target:

This promotion is targeted for carton outlets -- Supermarkets and Mass Merchandisers.

## Region Allocation:

Region 1

Region 2

Region 3

Region 4

Region 5

Military

Total

## CLEARANCE / EXECUTION APPROVAL

Brand VP

M. Suter

V. Murphy

R. Huckfeldt

G. Eastburn

VPRS Region 1

VPRS Region 2

VPRS Region 3

VPRS Region 4

VPRS Region 5

R. Stirlen (Military)

cc: B. Reuter  
TMDs  
Finance

2041343668